



Oh,
the disadvantages
of our
longer cigarette.

Benson & Hedges
100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

15 mg. "tar," 1.1 mg. nicotine
av. per cigarette. FTC Report, Apr. '75.



Regular and Menthol

00701-00807 R3 (A)
"Golfer's"
Pg. 4/C Bl.
Newsweek-July 7, 1975
Wells, Rich, Greene, Inc.



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